

Issue 2 2017

Publication of the North Figueroa Association

Shop Small Business Saturday



WHEN

- Shop Small Saturday date: Saturday, November 25th. An estimated 14.3 billion spent at small, independent businesses that day
- Hours: 12 pm to 6pm

WHAT:

Fig Jam on Shop Small Saturday sponsored by Council District 1, North Figueroa Business Association and the Highland Park Chamber of Commerce



 $Shop\ Small\ Saturday,\ the\ nationwide\ event\ started\ by\ American\ Express,\ is\ November\ 25th\ this\ year.\ Here\ in$ Highland Park we have decided to not only piggy back onto that event, but to also have the second annual free, family friendly community festival called "Fig Jam." Local businesses - legacy and new - are encouraged to come up with something special for that day – DJs, refreshments, gift certificates, raffles, free gift, % off store items, etc. There will be a marketplace featuring local artisans and food pop ups by incoming restaurants. There will be kids

WHERE:

Businesses on Figueroa from Future Studio to CVS at North end. Legacy businesses and new businesses are encouraged to participate. Street closed at Avenue 58 (where Tuesday farmer's market is held) for pop up market place, food and stage.



LEVERAGE SMALL BUSINESS SATURDAY:

Small Business Saturday is now one of the biggest shopping days of the year. Customers specifically focus their tatention on the small and local businesses that are such an important part of their communities – and they're ready to spend money. Small Business Saturday is also a fun shopping day for many families, so make sure you're an active part of it. Proudly display Small Business Saturday marketing materials to help customers remember that it's great to "Shop Small" all year long. (You can download them for free at www.ShopSmall.com/GetReady).

Plan in-store events. On Small Business Saturday and during the entire holiday season, customers are looking for things to do (especially with kids). Plan events in your store or location. These don't have to be big parties, just something interesting or fun. Independent bookstores have been leveraging Small Business Saturday to have in-store author events on the day and independent gyms have sponsored special free classes. Be creative!

Create bundles. Solve your customers' gift shopping dilemmas by creating gift bundles (some pre-wrapped are great!). Select products by themes: "for him" "for her" "for your pet." Customers spend more when they find gifts conveniently wrapped together. Here's another advantage to bundles: they're not easily available from discounted online retailers, which help you make the sale. Bundles aren't just for retailers. Restaurants can pre-wrap gift cards with a menu or grocers can bundle a gift card with a shelf-stable food item.

Get social - in person and on social media. It's a social season, so it's time to socialize, both in person and online. During the holidays, opportunities abound to meet new customers. Attend community, industry, and neighborhood holiday parties and bring lots of business cards. Now's the time to step up your social media activities and get in on the conversation around holiday shopping. Suggest cute or unique gifts or holiday survival tips. If customers have liked you on Facebook, Instagram, Twitter, Pinterest, LinkedIn, make sure you're busy posting throughout the olidays. And be sure to use the hashtags #ShopSmall throughout the season and #SmallBizSat before and on Small Business Saturday to join the conversation on the day.

SOME MORE IDEAS FOR SHOP SMALL SATURDAY

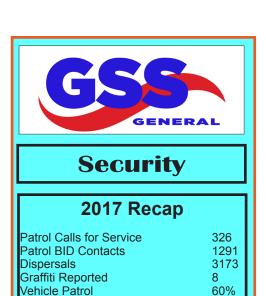
- Offer discounts such as percentage off items in store
- Buy one get one free (one coffee, one free, for example)
- Offer free refreshments cookies, candy canes Free gift with purchase or free samples of products
- Hold a trunk show for a local artisan
- Offer something special: bring a chair masseuse in for day, offer a quick one nail design or free hand massage with manicure, hold a tasting, a book reading, a mini workshop, or cake. Everyone likes cake.

Foot Patrol

- Host a musician or a DJ in your shop Create bundles: "for him," "for her," "for the dog," "for the cat," etc.







40%

NFA Goals

- Provide Educational, Cultural, Artistic, Charitable, Social Service and public improvements.
- Increase economic well being for property owners, employees and businesses.
- Provide improvements and activities to assist in economic and commercial revitalization.
- Provide clean, safe and beautification programs to improve economic prosperity for property owners, businesses and the community.
- Bring about investment of public and private capital within the Business Improvement District and surrounding area for public benefit and charitable purposes.

Annual Budget 2017

Public Right of Way

\$235,044 (65%)

Corporate Identity & Organization

\$126,562 (35%)

Total Annual Budget

\$361,606 (100%)

Mission Statement

North Figueroa Association is the management organization for the Highland Park Business Improvement District and is an advocate for the North Figueroa Property owners by empowering and aiding in the stimulation of growth, development, revitalization and maintaining the historic value of the North Figueroa Corridor.

The North Figueroa Assoc. will support an environment in which stakeholders can conduct commerce, live and play.



2017 Calendar

January 17- Board of Directors Mtg February 21- Board of Directors Mtg March 21- Board of Directors Mtg April 18- Board of Directors Mtg May 16- Board of Directors Mtg June 20- Board of Directors Mtg September 19- Board of Directors Mtg October 17- Board of Directors Mtg November 21- Annual Meeting

How You Can Help

You can help keep the district clean, safe and pedestrian friendly by:

- Making sure your businesses do not place their trash in the sidewalk receptacles. These receptacles are for pedestrians only.
- Keep windows & awnings clean
- Take down any old, torn or faded signs or banners. Any banner hanging for three months or longer should be taken down.
- Sweep your store front. While the crews sweep the streets, they do not sweep private property
- Post store hours in windows.
- Call GSSi with any security concern. The number is: 800-350-1944. Make police reports to LAPD, as well. This keeps statistics up & the foot beat in Highland Park.

North Figueroa Assoc. Board of Directors

Tom Wilson, President Property Owner

Stuart Rapeport, Vice President Property Owner

James Bygrave, Treasurer represents Mei Chung prop owner

Amy Inouye, Secretary Future Studio

Joy Gibson, Bylaws Chair represents Bob Taylor Prop Owner

John Harb, Security Chair Property Owner

Tom Majich- Marketing Chair Property Owner

> Alex Rudisky Property Owner

Gustavo Alza Property Owner

Richard Calderon Property Owner

Irene Holguin Arroyo Vista Family Health

> Dennis Hernandez Property Owner

Dalton Gerlach Property Owner

Cyrus Etemad Property Owner

Gina Alza Property Owner

Misty Iwatsu, Executive Director

Contact the North Figueroa Assn phone 323-255-5030, fax 323-257-1036 or website: oldla. org.



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